

GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST



On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The INTERNET address for GSA Advantage!™ is: <http://www.GSAAdvantage.gov>.

Schedule for - Schedule for – Professional Services Schedule (PSS)

Federal Supply Group: Class:

Contract Number: GS-23F-0071N

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>

Contract Period: November 25, 2002 - November 24, 2022

Contractor: TK World Wide Group Inc.
DBA: The AD Store 3325 M Street NW, 3rd Floor
Washington, DC 20007

Business Size: Small Business
Telephone: (202) 342-0222
FAX Number: (202) 338-0633
Web Site: www.theadstoredc.com
E-mail: tina@theadstoredc.com
Contract Administration: Tina Bagapor-O'Harrow



CUSTOMER INFORMATION:

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

SIN	Recovery	SIN Description
541-1	541-1RC	Advertising Service
541-1000	541-1000RC	Other Direct Costs (ODCs); Expenses Other Than Direct Labor Hours
541-2	541-2RC	Public Relations Services
541-4A	541-4ARC	Market Research and Analysis
541-4B	541-4BRC	Video/Film Production
541-4F	541-4FRC	Commercial Art and Graphic Design Services
541-5	541-5RC	Integrated Marketing Services

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.

- 1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item.
2. Maximum Order: \$1,000,000.00
3. Minimum Order: \$100
4. Geographic Coverage (delivery Area):
5. Point(s) of production (city, county, and state or foreign country): Same as company address
6. Discount from list prices or statement of net price: Government net prices (discounts already deducted). See Attachment.
7. Quantity discounts: None
8. Prompt payment terms: Net 30 days
- 9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes
- 9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: yes
10. Foreign items (list items by country of origin): None
- 11a. Time of Delivery (Contractor insert number of days): Specified on the Task Order
- 11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor
- 11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor
- 11d. Urgent Requirements. The Contractor will note in its price list the "Urgent Requirements" clause of its contract and advise agencies that they can also contact the Contractor's representative to effect a faster delivery: Contact Contractor
12. F.O.B Points(s): Destination
- 13a. Ordering Address(es): Same as Contractor

- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).
- 14. Payment address(es): Same as company address
- 15. Warranty provision.: Contractor's standard commercial warranty.
- 16. Export Packing Charges (if applicable): N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
- 19. Terms and conditions of installation (if applicable): N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 20a. Terms and conditions for any other services (if applicable): N/A
- 21. List of service and distribution points (if applicable): N/A
- 22. List of participating dealers (if applicable): N/A
- 23. Preventive maintenance (if applicable): N/A
- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor's website or other location.) The EIT standards can be found at: www.Section508.gov/.
- 25. Data Universal Numbering System (DUNS) number: 124011664
- 26. Notification regarding registration in Central Contractor Registration (CCR) database:

27. Final Pricing:

The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN(s)	Labor Category	Minimum Education	Minimum Experience	Price Offered to GSA (including IFF)
541-1	Video/Quick time Compressionist	Bachelors	4	\$ 88.78
541-1, 541-2, 541- 4A, 541-4B, 541-4F, 541-5	Agency Principal	Bachelors	15	\$ 155.36
541-1, 541-4A, 541-5	Account Planner	Bachelors	10	\$ 88.78
541-1, 541-4A, 541-5	Account Supervisor	Bachelors	10	\$ 110.97
541-1, 541-2, 541- 4A, 541-5	Copywriter	Bachelors	5	\$ 146.48
541-1, 541-2, 541-5	Stylist/Makeup Artist	Bachelors	6	\$ 443.89
541-1, 541-2, 541- 4A, 541-4B, 541- 4F, 541-5	Account Manager	Bachelors	15	\$ 110.97
541-1, 541-2, 541- 4A, 541-4F, 541-5	Copy Editor	Bachelors	8	\$ 88.78
541-1, 541-2, 541- 4A, 541-4F, 541-5	Photographer	Bachelors	6	\$ 221.94
541-1, 541-2, 541- 4B, 541-4F, 541-5	Account Coordinator	Bachelors	5	\$ 66.58
541-1, 541-2, 541- 4B, 541-5	Broadcast Researcher	Bachelors	8	\$ 110.97
541-1, 541-2, 541- 4F, 541-5	Creative Consultant	Bachelors	10	\$ 133.17
541-1, 541-2, 541-5	Email Marketing Specialist	Bachelors	8	\$ 133.17
541-1, 541-2, 541-5	Email Programmer	Bachelors	8	\$ 110.97
541-1, 541-2, 541-5	Media Program Specialist	Bachelors	8	\$ 133.17
541-1, 541-2, 541-5	Off-Line Editor	Bachelors	6	\$ 133.17
541-1, 541-2, 541-5	Photo Makeup Stylist	Bachelors	6	\$ 443.89
541-1, 541-2, 541-5	Public Relations Coordinator	Bachelors	8	\$ 79.90
541-1, 541-2, 541-5	Research/List Manager	Bachelors	6	\$ 88.78
541-1, 541-2, 541-5	Script Writer	Bachelors	10	\$ 146.48
541-1, 541-4A	Project Manager	Bachelors	10	\$ 110.97
541-1, 541-4A, 541-5	Marketing Planner	Bachelors	8	\$ 133.17

SIN(s)	Labor Category	Minimum Education	Minimum Experience	Price Offered to GSA (including IFF)
541-1, 541-4A, 541-5	Marketing Researcher	Bachelors	8	\$ 110.97
541-1, 541-4A, 541-5	Marketing Strategist	Bachelors	10	\$ 155.36
541-1, 541-4A, 541-5	Marketing-Brand Developer	Bachelors	10	\$ 157.50
541-1, 541-4A, 541-5	Media Planner	Bachelors	8	\$ 119.85
541-1, 541-4B, 541- 4F, 541-5	Art Director	Bachelors	10	\$ 133.17
541-1, 541-4B, 541- 4F, 541-5	Concept Developer	Bachelors	8	\$ 155.36
541-1, 541-4B, 541- 4F, 541-5	Illustrator	Bachelors	8	\$ 133.17
541-1, 541-4B, 541- 4F, 541-5	Photography Director	Bachelors	10	\$ 119.55
541-1, 541-4B, 541-5	Audio/EFX Mixer	Bachelors	8	\$ 289.25
541-1, 541-4B, 541-5	Broadcast Designer	Bachelors	10	\$ 155.36
541-1, 541-4B, 541-5	Computer Animator	Bachelors	12	\$ 200.25
541-1, 541-4B, 541-5	Director	Bachelors	12	\$ 178.00
541-1, 541-4B, 541-5	DVD Author	Bachelors	8	\$ 133.17
541-1, 541-4B, 541-5	Producer	Bachelors	12	\$ 155.36
541-1, 541-4B, 541-5	Production Manager	Bachelors	8	\$ 110.97
541-1, 541-4B, 541-5	Sound Designer	Bachelors	8	\$ 164.65
541-1, 541-4B, 541-5	Spot Distributor	Bachelors	6	\$ 88.78
541-1, 541-4B, 541-5	Videotape Logger	Bachelors	6	\$ 88.78
541-1, 541-4F, 541-5	Designer	Bachelors	8	\$ 133.17

SIN(s)	Labor Category	Minimum Education	Minimum Experience	Price Offered to GSA (including IFF)
541-1, 541-4F, 541-5	Photo Scan Technician	Bachelors	5	\$ 88.78
541-1, 541-5	Advertising Strategist	Bachelors	12	\$ 155.36
541-1, 541-5	Creative Development Specialist	Bachelors	10	\$ 155.36
541-1, 541-5	Creative Director	Bachelors	15	\$ 133.17
541-1, 541-5	Creative Researcher	Bachelors	8	\$ 88.78
541-1, 541-5	Media Estimator	Bachelors	6	\$ 71.02
541-1, 541-5	Print Production Manager	Bachelors	8	\$ 110.97
541-1, 541-5	Promotions Manager	Bachelors	8	\$ 119.55
541-1, 541-5	Traffic Manager	Bachelors	6	\$ 71.02
541-1, 541-5, 541-4A	Brand Vendor Coordinator	Bachelors	6	\$ 66.58
541-2, 541-5	Event Coordinator	Bachelors	8	\$ 66.58
541-2, 541-5	Event Planner	Bachelors	8	\$ 88.78
541-2, 541-5	Public Relations Specialist	Bachelors	8	\$ 146.48
541-2, 541-5	Public Relations Strategist	Bachelors	8	\$ 155.36
541-2, 541-5	Public Relations Writer	Bachelors	8	\$ 79.90
541-4A, 541-4F, 541-5	Print Copywriter	Bachelors	10	\$ 146.48
541-4B	Director of Photography	Bachelors	10	\$ 119.55
541-4B	Disc Preparer	Bachelors	5	\$ 88.78
541-4B	Kiosk Integrator	Bachelors	8	\$ 133.17
541-4B	Multimedia Programmer	Bachelors	8	\$ 133.17
541-4B	Web Site Designer	Bachelors	8	\$ 110.97
541-4B	Web Site Programmer	Bachelors	8	\$ 133.17
541-5, 541-2	Event Creative Specialist	Bachelors	8	\$ 155.36
541-B	Television/Film Creative Consultant	Bachelors	12	\$ 133.17

SIN	ODC	CEILING PRICE/RATE OFFERED TO GSA (including IFF)
541- 1000	EFP Betacam	\$ 1,290.50
541- 1000	Post Production Editing Room Rental	\$ 200.25
541- 1000	Videotape & Dubs	\$ 35.60
541- 1000	Production Insurance	1.5-3%

JOB DESCRIPTIONS

JOB TITLE: VIDEO/QUICK TIME COMPRESSIONIST

Minimum/General Experience: Four years experience.

Functional Responsibility: Thorough understanding of post production processes ability to create a professional- level digital cinema package with expertise compression, color space and codecs/wrappers. Has functional knowledge of editing techniques with good problem solving skills. Works effectively to achieve tight deadlines and applies experience and attention to detail in reviewing final deliverables.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: AGENCY PRINCIPAL

Minimum/General Experience: Fifteen years experience.

Functional Responsibility: Most senior member of the team that represent the voice of the agency. Leader of the team responsible for developing the key strategic insights that underpin advertising ideas, working closely with the client to research the market and understand the consumer. In answer to their client's business brief they help formulate a brand communications strategy, followed by the creative brief that will be used by the agency's creative teams to produce the creative ideas. They are pivotal to the creative development process, able to evaluate ideas against consumer insights, research and the underlying client business need.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ACCOUNT PLANNER

Minimum/General Experience: Ten years experience

Functional Responsibility: Takes secondary role within the team responsible for developing the key strategic insights that underpin advertising ideas, working closely with the client to research the market and understand the consumer. Formulates brand communications strategy, followed by the creative brief that will be used by The AD Store's creative teams to produce the creative ideas. Key in the development process evaluates ideas against consumer insights, research and the underlying client business need.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ACCOUNT SUPERVISOR

Minimum/General Experience: Six years experience

Functional Responsibility: Takes lead role within the team responsible for developing the key strategic insights that underpin advertising ideas, working closely with the client to research the market and understand the consumer. Formulates brand communications strategy, followed by the creative brief that will be used by The AD Store's creative teams to produce the creative ideas. Key in the development process evaluates ideas against consumer insights, research and the underlying client business need.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: COPYWRITER

Minimum/General Experience: Five years experience

Functional Responsibility: Requires copy editing experience for all types of publications, including books, magazines, and technical reports. Proficiency in English grammar, spelling and proofreaders marks and a variety of style guides is required. When requested copywriter must read word for word, page proofs before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: STYLIST/MAKEUP ARTIST

Minimum/General Experience: Six years experience

Functional Responsibility: Creates make-up and hairstyles to meet production requirements and oversees make-up and hair continuity during filming. Possesses hairdressing skills including: cutting, waving, straightening, non-permanent coloring, dressing and applying facial hair. Demonstrable make-up skills including: straight corrective; ageing face, hands and neck; contouring; and some fx techniques such as creating tattoos and body painting with an understanding of the anatomy of the human skull and facial muscle structure.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ACCOUNT MANAGER

Minimum/General Experience: 15 years

Functional Responsibility: Requires demonstrable project management experience related to branding and visual design campaigns and publication design. Must develop budgets, schedules and write proposals for client engagements. Meets with client to determine best process for achieving goals. Brings together teams of experts to consult with clients. Account manager acts as liaison between client, and the design team. The account manager also oversees printing and other outside services.

Minimum Education: Undergraduate degree in liberal arts, business or communications.

JOB TITLE: COPY EDITOR

Minimum/General Experience: Eight years

Functional Responsibility: Experience proofreading all types of publications, including books, magazines, technical reports. Proficiency in English grammar, spelling and proofreaders marks. Understanding best practices in page layout and typography. Review all work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation and style conformity. Also may be required to address 508 compliant copy translations.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PHOTOGRAPHER

Minimum/General Experience: Six years experience

Functional Responsibility: Required to produce images that support a marketing idea in answer to a photographic brief given by a client, a designer or an AD Store staff member. Skill areas include still life, portraiture and landscape. Must be able to work on location or in studios, using studio flash lighting and a variety of props and accessories. Requires experience producing well-lit product shots for use on packaging and in catalogues. Other specialties can include food, furniture, engineering, cars or financial services, corporate environment and headshots and editorial.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ACCOUNT COORDINATOR

Minimum General Experience: 5 years

Functional Responsibility: Coordinator role within the team responsible for researching and reporting on key strategic insights that inform advertising ideas. The coordinator working closely with the Account Management team to research the market and understand the consumer. Supports brand communications strategy and the development of the creative brief that will be used by The AD Store's creative teams to produce the creative ideas. Key in the development process evaluates ideas against consumer insights, research and the underlying client business need.

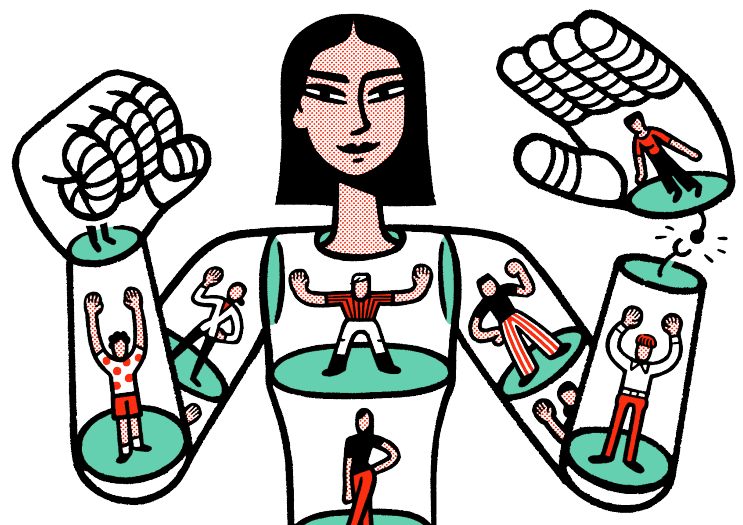
Minimum Education: Bachelor's degree in design or 5 years experience in hands-on production.

JOB TITLE: BROADCAST RESEARCHER

Minimum/General Experience: Eight years experience

Functional Responsibility: Originate ideas drawing on knowledge and understanding of industry requirements, presents findings to key decision makers. Responsible for fact checking, creating briefs write scripts for on-screen presenters. Responsible for working across all genres of television production. They must understand, and work within, relevant legislation and regulations. Responsible to identify relevant data, contributors, locations or archive material, collating and assessing information from various sources, and ensuring that legal, compliance and copyright requirements are met. They may also be required to prepare production materials for external use, in both print and digital formats.

Minimum Education: Bachelor's degree in liberal arts.



JOB TITLE: CREATIVE CONSULTANT

Minimum/General Experience: Minimum 10 years experience in all aspects of design, including hands-on software program expertise in Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing and presenting design comprehensives. Experience in a broad range of design services including publications, marketing, advertising and branding design. Excellent written and verbal communication skills.

Functional Responsibility: Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results.

Minimum Education: Bachelor's degree in design. Graduate degree or 10 years experience as a designer in a variety of product areas.

JOB TITLE: EMAIL MARKETING SPECIALIST

Minimum/General Experience: Eight years experience

Functional Responsibility: Responsible for creating email marketing campaigns to promote a product or service. Determines target audience, devises campaign, and launches email campaign to create buzz or generate leads for the business. Create email-marketing campaigns to promote products or services. Ensure marketing message is conveyed clearly and delivered properly. Ensure messages are sent in proper form and template. Proofread emails for clarity, grammar, and spelling. Develop a personalization strategy. Include specific graphics, incentives, and detailed descriptions. Send messages to those who have opted in for messages. Ensure messages are mobile-friendly. Create database of emails for lead generation. Follow up on interested respondents. Purge non-deliverable email addresses and opt-outs.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: EMAIL PROGRAMMER

Minimum/General Experience: Eight years experience

Functional Responsibility: Must be skilled whole range of tasks originating code and working on a variety of email campaign management platforms including MailChimp, Constant Contact and Mail Munch. Specific tasks include HTML coding and knowledge of platform conventions and special design tools that support an agreed specification. Email Programmers create different 'builds' of a proposed communication, liaising with the marketing team to test and fix any bugs identified at each stage.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MEDIA PROGRAM SPECIALIST

Minimum/General Experience: Eight years experience

Functional Responsibility: Responsible for the client-agency relationship, in regards to planning and buying media and assets for a client's needs. Directs the strategic planning overseeing media planners and strategists. Responsibilities include the delivery of media planning and buying that meets the client's needs and addresses their business problems. Requirements include effective management of the media team, leading and inspire others with the most current media insight. The Media Program Specialist will regularly be involved with pitches for new business, approaching these with both a strategic and commercial mindset.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: OFF-LINE EDITOR

Minimum/General Experience: Six years experience

Functional Responsibility: Department Head responsible for working with the Director crafting footage and media assets into a coherent video. The editor ensures the story flows effortlessly from beginning to end, each shot is carefully chosen and edited into a series of scenes, which are in turn assembled to create the finished film. Required to work long, self-directed hours, often under pressure, in The AD Store edit suite. The off-line editor must have experience working on industrials and film. Coordinates with the Director before the shoot, understands technical standards. Requirements include selecting the best takes and editing to create scenes. Develops rough-cut, which must be approved by the client. Editor is required to work in a supervisory role during the subsequent music and track laying, and sound mix.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PHOTO MAKEUP STYLIST

Minimum/General Experience: Six years experience

Functional Responsibility: Creates make-up and hairstyles to meet production requirements and oversees make-up and hair continuity during filming. Possesses hairdressing skills including: cutting, waving, straightening, non- permanent coloring, dressing and applying facial hair. Demonstrable make-up skills including: straight corrective; ageing face, hands and neck; contouring; and some fx techniques such as creating tattoos and body painting with an understanding of the anatomy of the human skull and facial muscle structure.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PUBLIC RELATIONS COORDINATOR

Minimum/General Experience: Eight years experience

Functional Responsibility: Issue a press release giving information about the program or client goals to selected press, and make sure that details about client initiatives are in the media. PR Coordinator will work with the client to arrange conversations with subject matter experts and other key people involved in the program. Coordinate selected journalists to explore topic of interest and to provide interest points and topics for use in media outreach. Coordinate with newspaper/magazine editors; discuss when each article will be published to maximize the programs publicity. Coordinator is required to liaise with client and media. Coordinator is Responsible for the production of press materials. Prepare a comprehensive list of possible editorial topics. They also have to write a long and a short summary of the film and production notes

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: RESEARCH/LIST MANAGER

Minimum/General Experience: Six years experience

Manage and monitor list subscriptions. Approve or deny the requests. Respond to questions about the list's purpose and appropriate content. List managers may receive inquiries from list members, or individuals interested in becoming list members, about what the list is used for. Monitor the list for appropriate use. Manage scope of list's declared purpose and refer other mailing list if available. Monitor abuse of the list by one or more posters using tact if responding to abusive posters.

Minimum Education: Bachelors degree in liberal arts.

JOB TITLE: SCRIPT WRITER

Minimum/General Experience: Ten years experience

Functional Responsibility: Create screenplays for films, dialogue for training films and copy for promotional videos. Provide the blueprint for the creative input of the producer, director, production manager and editor. Scripts should allow whoever is reading it to imagine how the video will flow. The script should fit in with basic principles of dramatic construction, and fit the format and style expected in the industry. Script Writer is responsible to produce highly creative writing, to strict deadlines.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PROJECT MANAGER

Minimum/General Experience: 10 years corporate office administrative experience. Accounts receivable and payroll experience, knowledge of Microsoft Excel and Word.

Functional Responsibility: General office administration, including payroll and bookkeeping management. Produce payroll checks, administer accounts receivable and payables, keep track of employee leave, update employee manual, order office supplies, purchase stock photos for design projects, arrange deliveries, enter time for outside costs for client projects.

Minimum Education: Liberal arts or business degree, or minimum 10 years experience.

JOB TITLE: MARKETING PLANNER

Minimum/General Experience: Eight years experience

Functional Responsibility: The Marketing Planners main responsibility is to determine what tactics will be employed to convince the public of our client's goals. Once the target market is identified, the marketing planner assures the campaign reaches target audiences during the promotional period. Responsibilities are to increase interest in the initiative and troubleshoot any problems. Implement campaigns tailored for different territories according to cultural differences. Must be fully aware of the client needs and requirements.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MARKETING RESEARCHER

Minimum/General Experience: Eight years experience

Functional Responsibility: Researchers use data collected from premium resources, as well as their own knowledge, to put together cross-sector information and analysis on anything from markets and brands to trends, developments, and recent innovations. Flexibility is required in responding quickly to requests with useful actionable insight across a wide range of topics. The ultimate purpose is to help the agency team deliver work that is relevant and cuts new ground for their client's business.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MARKETING STRATEGIST

Minimum/General Experience: Ten years experience

Functional Responsibility: Proven work experience as a Marketing strategist or Marketing manager. Requires demonstrable experience with marketing campaigns and web technologies including online tools and social media. Must have In-depth knowledge of CRM software and Content Management Systems. Familiarity with SEO/SEM and Google Analytics and an understanding of web design, web analytics and team management.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MARKETING-BRAND DEVELOPER

Minimum/General Experience: Ten years experience

Action oriented, strategic, tactical and detailed marketing talent responsible for the generation of revenue through the provision of efficient and effective brand marketing programs. Responsibilities include driving awareness, acquisition, and retention. Responsibilities include delivering multifunctional brand marketing strategies for promotion of the brand within the market. The role requires oversight of all brand marketing activities including defining the vision and instills it in all levels of the brand marketing team and oversees the brand planning process inclusive of the definition of target consumers and the development of marketing mix and strategies on consumer brand-interaction in order to encourage increased purchase. Marketing Brand developer also leads the development and refinement of the brand's messages and creative designs in order to attract potential consumers.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MEDIA BUYER

Minimum/General Experience: Ten years experience

Functional Responsibility: Assess availability of suitable platforms to reach the right target audience including print, radio, television, film and the web. Responsible for negotiating and purchasing media channels and determining the most effective strategy, the media buyer assures advertising, marketing and promotional campaigns are exposed to the right target audience in the most effective place possible. Requires collaboration with planners in executing media-based promotional strategies for clients. Media buyers are responsible for extensive research used to identify the right target demographic for specific campaigns.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MEDIA PLANNER

Minimum/General Experience: Eight years experience

Functional Responsibility: Tasked with maximizing returns on advertising and promotional activities across different media channels. Responsible for analyzing data, thinking creatively and proposing innovative strategies to make sure marketing campaigns reach the right target audience in the most effective way possible. Required to assess the impact and suitability of different types of media for targeting a specific market that their client wants to reach. Responsible for collecting and analyzing information about different media channels, such as newspapers, magazines, radio, films, television, the internet and outdoor media, such as posters and digital billboards, with regards to consumer behavior, circulation, audience trends and the impact of different methods. The media planner devises strategies for using certain media effectively to attract and retain customers, increase brand recognition, and maintain customer satisfaction and loyalty.

Minimum Education: Bachelor's degree in liberal arts.



JOB TITLE: ART DIRECTOR

Minimum/General Experience: 10 years agency experience working on internal teams and client interaction.

Functional Responsibility: Works with the designers and programmers to guide projects through the production process while keeping the client's vision as our primary focus. Has experience producing compelling designs for a variety of mediums. Highly proficient in creating custom designs based on the client's needs for Websites, Web- based presentations, multi-media CD-ROMs, and DVD-ROMs, PowerPoint, as well as print collateral and packaging design. She possesses excellent problem solving and technical skills. Works in Flash, Photoshop, Adobe Illustrator, Fireworks, Go-Live, PageMaker, PowerPoint, Word, Dreamweaver.

Minimum Education: BFA in Graphic Design. Minimum training: proficient in lasted graphic arts programs and applications as well as typography, art history, freehand drawing and photography.

JOB TITLE: CONCEPT DEVELOPER

Minimum/General Experience: Eight years experience

Functional Responsibility: Produce Design Concepts initialize a project by coming up with a general concept and presenting the idea with a rough layout to include sketches or digital illustrations. Collaboration with managers, engineers, artists and other designers to evaluate the credibility of the design and to provide solutions for possible issues relating to the actual production of this design is necessary. Developer is required to understand print requirements needed to produce the finished product.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ILLUSTRATOR

Minimum/General Experience: Eight years experience

Functional Responsibility: This artist creates images that match a design specification. In Illustration for billboard or magazine require turning artwork into marketing tools. Skills must extend across the creative industries, from book covers to business cards. Color theory, composition, medium application are all skills that are required.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PHOTOGRAPHY DIRECTOR

Minimum/General Experience: Ten years experience

Functional Responsibility: Maintain and advance visual brand through photography by establishing and enforcing brand guidelines and continuously exploring new ways to enhance our work in photography. The Photo Director is responsible for sourcing talent, outlets and photographers. The photo director is responsible for photographic requirements providing direction, guidance, and structure on client accounts. Responsible the photo budget, working with the editors to forecast and actualize budgets, anticipate needs and budget appropriately and oversee contracts, rights, accounts, and departmental procedures and negotiations.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: AUDIO/EFX MIXER

Minimum/General Experience: Eight years experience

Functional Responsibility: Responsible for creating the soundtrack a production. Music, sound effects to support the deliverable including voice over and other expressions, audio cues such as ambient effects, crowd noise, vehicles or rain. Audio mixer may be required to support location production. The Audio Mixer produces a sound design for the final product that might involve the composing, scoring and recording music. The Audio mixer must be a skilled editor mixing and mastering the music and sounds to produce the soundtrack for the finished product.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: BROADCAST DESIGNER

Minimum/General Experience: Ten years experience

Functional Responsibility: Required to work independently creating television or film that visually conveys a message in the most innovative and cost effective way. Primarily responsibilities include producing designs such as logos or opening sequences of programs. Computer-aided design (CAD) techniques and motion graphics skills including animation and 3-D design color, space, composition, text and audio experience is required. Strategizing with creative directors, writers, technicians, producers and artists the broadcast designer must possess adequate composition skills. Storyboards are presented to clients. Requires demonstrable understanding of the latest design software and technological advances.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: COMPUTER ANIMATOR

Minimum/General Experience: Twelve years experience

Functional Responsibility: Requires in depth knowledge of full motion video (FMV) with responsibility for organizing work within the production schedule, managing files and meeting deadlines. Experience with production process and knowledge of programming, helps the animator reveal attitude, emotions and mood through movement and color and font. An understand timing and appearance movement is required to create memorable animation sequences that have spatial awareness and a feel for movement over time.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: DIRECTOR

Minimum/General Experience: Twelve years experience

Functional Responsibility: The Director serves in a leadership roll on all film productions providing creative insight that will be represented in the final product. Must be expert in creating the desired look using lighting, framing and camera movement. Position requires collaboration with the camera crew and grip, electrical, production designer, costume and the Hair and Make-up Department. Using the script, the Director determines the visual style of the film. The Director is required to develop a list of all required camera equipment, including lights, media, camera, cranes and all accessories etc., for the producer. Experience with commercials, promos and feature films required.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: DVD AUTHOR

Minimum/General Experience: Eight years experience

Functional Responsibility: Required to be proficient in the process of creating a DVD video capable of playing on a DVD player. DVD author must be expert in software that must conform to the specifications by the DVD Forum. The author is required to create artwork, user menus, insertion of chapter points, overdubs/commentaries, setting auto-play and/or repeat options, and encoding closed captioning and other compliance requirements.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PRODUCER

Minimum/General Experience: Twelve years experience

Functional Responsibility: Experience with every aspect of a film's production. They bring together and approve the whole production team. Their key responsibility is to create an environment where the talents of the cast and crew can be nurtured. The Producers is accountable for the success of the finished deliverable. The responsibilities of the Producer include development and securing a variety of rights. In pre-production, Producers facilitate communications between key members of the creative team. The Producers is responsible for selection of locations, studio hire, the final shooting script, production schedule and budget. During production, the producer is responsible for the day-to-day operation of the team. Responsibilities include serving as point of contact for all production partners.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PRODUCTION MANAGER

Minimum/General Experience: Eight years experience

Functional Responsibility: The Production Manager is experienced in all organizational aspects of production with specific experience in scheduling and budgeting. Experience in all genres of production including documentaries, current affairs, light entertainment or children's programs, situation comedies, soaps or serial dramas. Will work along side the Producer to interpret and the director's vision, financially and logistically. They prepare production schedules or script breakdowns to confirm that sufficient time has been allocated for all aspects of the production process, and to check the Producer's budget and schedule.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: SOUND DESIGNER

Minimum/General Experience: Eight years experience

Functional Responsibility: Experience designing the sound for screen action. Required to identify the three main kinds of sound effects needed. Specialties include sound design effects that are sourced, created and recorded. The Sound Designer will be required to manipulate original recordings using synthesizers, samplers and audio plug-ins. When all the desired sound effects have been captured, The sound designer is required to lay them all onto a computer using software. The sound designer manages the Premix, smoothing out all the effects tracks. Responsibilities include a final mix where dialogue, effects, atmosphere, music and special effects tracks are expertly blended together.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: SPOT DISTRIBUTOR

Minimum/General Experience: Six years experience

Functional Responsibility: Experience working with commercial radio, television, cable and digital broadcast outlets scheduling advertising and promotions in line with media strategy. Scheduling commercial airtime and station promotions are the key responsibilities as are data analytics. Presentations on media effectiveness may be required. Spot distributors work with media sales, marketing, sponsorship, promotions, events, publicity and programming. They handle securing media and communicate availability to the agency marketing team. Responsible to assure all commercial activity is delivered to the satisfaction of client. Must have experience ensuring all broadcast material complies with the law, regulation and industry codes.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: VIDEOTAPE LOGGER

Minimum/General Experience: Six years experience

Required to log footage gathered by production crews programs, documentaries, news stories, and other unscripted shoots. Logging includes watching the entire recorded content and making meticulous notes in a logging software program that contains information on date, time, subject, conversation topics, cast or persons in the shot, location, and other metadata that aids the editor or other post-production crew in quickly locating a particular shot. Logging is required to fulfill archiving closed captioning in compliance with FCC regulations. Responsibilities include transcribing footage with video transcription software, and management of video inventory. In some cases, the video and the proper storage and labeling of the video.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: DESIGNER

Minimum/General Experience: Minimum 10 years experience

Responsible for all aspects of design, including hands-on software program expertise in Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Experience in preparing ads, publications, and marketing, advertising and branding design. Excellent written and verbal communication skills required. Develop creative concepts for visual communication in various print media, including magazines, books, marketing collateral and branding. Work closely with account manager, client and production artist to produce high quality work, within budget and deadline. Write specifications for printing, choose paper, inks and work closely with printers to achieve desired results. Review proofs.

Minimum Education: Bachelor's degree in design. Graduate degree or 5 years experience as a designer in a variety of product areas.

JOB TITLE: PHOTO SCAN TECHNICIAN

Minimum/General Experience: Five years experience

Functional Responsibility: Scanning Technicians are responsible for converting resources into to digital format using a high-resolution scanner. Experience is required to properly handle fragile, rare and irreplaceable assets. Job requirements include preparation of materials for scanning, scanning print, photographs, artwork, and importing in photo software. Color correction and image manipulation may be required using provided software; ending in the creation of digital images to DVD and for a digital archive and entering descriptive metadata into a digital collections content management system when required.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: ADVERTISING STRATEGIST

Minimum/General Experience: Twelve years experience

Functional Responsibility: Develop an understanding of the client's business environment and strategy, collaborate with AD Store teams to define project objectives, key performance metrics, and establish project approach, conduct research, stakeholder interviews, brainstorming sessions, and on digital projects conducting things like, features and functionality workshops, oversee audience research activities and perform competitive analysis. Experience communicating strategic insights, identifying emerging behaviors and technologies, and selecting appropriate tools including business model development, financial modeling, product portfolio planning, organizational strategy, channel and go-to-market models, customer and market research.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: CREATIVE DEVELOPMENT SPECIALIST

Minimum/General Experience: Ten years experience

Functional Responsibility: Required to work with the project coordinator or manager, designers and programmers to guide projects through the production process while keeping the client's vision as our primary focus. Has extensive experience in creating effective solutions and directing personnel and resources to achieve award-winning results. Proven ability to creatively and cost effectively utilize tools and techniques for crafting communications.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: CREATIVE DIRECTOR

Minimum/General Experience: 15 years in design with all forms of media

Functional Responsibility: The creative director guides all projects and is responsible for the overall quality of work produced by the creative department. Requirements include experience working with all departments, management experience and proven creative skill including generating ideas and concepts. The CD is required to translate marketing objectives into creative strategies that ensure visual communication and brand standards are met. Other responsibilities include clients and upper management presentations.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: CREATIVE RESEARCHER

Minimum/General Experience: Eight years experience

Functional Responsibility: Responsibilities include finding and licensing suitable photographic images, illustrations, musical cues and other assets needed to execute a client campaign. The Researcher is required to find the best images to illustrate and enhance the client brief, using their knowledge of archive systems, technical research skills, and specialized use of search engines, and their capacity for lateral thinking. Researchers use the brief and budget to determine type of research is required. Researchers must have proven experience selecting appropriate images; music or other media that can be legally reproduced in a variety of outlets so the researcher must have knowledge of rights usage and publication, distribution and licensing requirements.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MEDIA ESTIMATOR

Minimum/General Experience: Six years experience

Functional Responsibility: Develop overall media budget strategies that determine which media channels should be used to communicate with a client's target audience based on the budget recommended to the client. Budgeting strategies are based on brand's communications strategy and are developed in conjunction with the AD Store creative team. Responsibilities include creation of media budgets are informed by research, data sources, rate cards and negotiations. Experience includes media buying and planning and media strategy.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PRINT PRODUCTION MANAGER

Minimum/General Experience: Minimum eight years experience in all aspects of print production, including hands- on program

expertise in Adobe InDesign, Adobe Photoshop and Adobe Illustrator. Must have thorough knowledge of the printing process.

Functional Responsibility: Work closely with senior designers and account managers to produce a variety of printed projects from magazines, books and technical reports to advertising and marketing collateral. Print color proofs; prepare comprehensives, and flight check all files before going to press.

Minimum Education: Bachelor's degree in design or High School Diploma plus 5 years experience in hands on production.

JOB TITLE: PROMOTIONS MANAGER

Minimum/General Experience: Eight years experience

Promotions managers are responsible for planning and managing campaigns to promote client programs, products and services. Responsibilities include increasing short-term sales and improving results from agency created marketing programs. Duties include developing strategy for promotions to encourage retailers and other partners to increase engagement during campaign periods. The Promotion manager is required to develop detailed plans for promotions that align with the AD Store marketing strategy. Identify costs and allocate budgets for specific programs and establish schedules covering design, development, production and distribution of campaign material to meet launch dates. Responsibilities include collaboration with designers and writers to develop the creative theme for the campaign. They brief the creative team on the campaign objectives and promotional offer and review their proposals. When they have approved the design theme, they place orders for the promotional items and campaign materials.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: TRAFFIC MANAGER

Minimum/General Experience: Six years experience

Functional Responsibility: Required to work with commercial broadcast for scheduling advertising and promotions in line with the agencies and client business strategy, aiming to maximize revenue. Requirements include scheduling publication and airtime for promotions developed in support of client requirements. Must have experience with data analytics and be able to prioritize needs to meet tight deadlines. Traffic Managers are required to work with marketing, sponsorship, promotions, events, publicity and programming to manage bookings and availability. All commercial activity is delivered under theegis of The Traffic Manager.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: BRAND VENDOR COORDINATOR

Minimum/General Experience: Six years experience

Functional Responsibility: Ensures brand vendors are scheduled and events are compliant with application process and licenses. Oversees brand expressions to partners and event participants. Required to develop and maintain vendor guidebook illustrating logistical information strategic alliance partners, contact information and brand deliverable guidelines. Develops and maintains good working relationships with client staff, vendors, sponsors, partners, customers and community members. Work with the Unseen Heroes team and vendors to maximize marketing opportunities. Educates vendors about the mission and brand of and tracks vendor

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: EVENT COORDINATOR

Minimum/General Experience: Eight years experience

Functional Responsibility: Ensures brand vendors are scheduled and events are compliant with application process and licenses. Oversees brand expressions to partners and event participants. Required to develop and maintain vendor guidebook illustrating logistical information strategic alliance partners, contact information and brand deliverable guidelines. Develops and maintains good working relationships with client staff, vendors, sponsors, partners, customers and community members. Work with the Unseen Heroes team and vendors to maximize marketing opportunities. Educates vendors about the mission and brand of and tracks vendor

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: EVENT PLANNER

Minimum/General Experience: Eight years experience

Functional Responsibility: Required to organize and run client events including promotional events for a new product to a social event for the employees. Some event managers will also host or present at their own events, but this is not expected of people in this job role. An event manager is typically an all- encompassing job, starting at researching venues, negotiating prices and organizing suppliers, all the way to running the schedule of the event on the day. The role may also be referred to as "Event Planner" or "Event Organizer".

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: PUBLIC RELATIONS SPECIALIST

Minimum/General Experience: Eight years experience

Functional Responsibility: PR Writers write press releases giving information about specific initiatives to selected press, and make sure that details about the program are reported accurately in the press. The PR Writer works with the program stakeholders to arrange media visits and other familiarity opportunities. The Public Relations Writer will also be responsible for coordinating media training with client representatives and arrange access for selected journalists to key program officials. Responsibilities also include the writing and creation of press materials used for promotion. This involves interviewing subject matter experts and preparing a comprehensive list links, contacts, locations and other key data for the media.

Minimum Education: Bachelor's degree in liberal arts.



JOB TITLE: DISC PREPARER

Minimum/General Experience: Five years experience

Functional Responsibility: Required to be proficient in the process of preparing computer files for a variety of mediums. Has the capability to save and deliver files to a variety of outlets including media, publicity, client, partners, sponsors and other outlets. An Ad Store disk preparer is expert in software that conforms to the specifications published and communicated by a variety of partners. The Disk preparer is required to use naming conventions, create back up and archive files, and deliver required media in the optimal format for end users.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: KIOSK INTEGRATOR

Minimum/General Experience: Eight years experience

Functional Responsibility: Kiosk integrator expedites kiosk deployment and integrates digital creative, website or other application on behalf of a campaign in support of client initiatives. The integrator is responsible for modifications and device support required in the deployment of kiosks in the field. The kiosk integrator is responsible for technical integration on web-sites, software systems, intranet and e-business application. Must have experience conducting comprehensive user analysis and provide recommendations to ensure reliable public access to the application from the kiosk. Shipping to final destination, pre-configuration and start up are required along with testing, connectivity and operation.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: MULTIMEDIA PROGRAMMER

Minimum/General Experience: Eight years experience

Functional Responsibility: Specialist software engineers with technical ability to produce innovative digital products, such as websites, mobile apps and interactive animated films. They tend to use the latest technology and programming languages, such as HTML 5, Flash, PHP and Ruby on Rails. Oversees requirements gathering process including objectives of the proposed software solution. The programmer chooses the most appropriate programming language and identify the right tools for the job. Identify development frameworks speed up the development process. The programmer is responsible for cross-platform integration with mobile apps for iPhone and Android devices and automated unit testing.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: WEB DESIGNER

Minimum/General Experience: Seven years experience in graphic communications design with a minimum 8 years experience specifically designing Web site and multimedia interfaces.

Functional Responsibility: Work with others to create a wide variety of commercial, organizational, technical and educational Web sites. Design overall "look" including graphics and typography, create all navigation, and incorporate content. Incorporate client requirements and user feedback into design revisions, in order to realize completed artwork, animation, and content styles for entire Web sites and interactive multimedia presentations. Knowledge of professional Web design programs, including Adobe Photoshop, and Macromedia Dreamweaver and Flash. Understanding of the role of Web design in overall communications strategy and brand awareness. Thorough knowledge in the use of state-of-the art Web technology, including content management solutions, e commerce. Required to have direct skills in Web art production (file preparation) and Web code development, such as HTML, CSS, and various standard-scripting languages.

Minimum Education: Bachelors degree in communications or design related field. Certified in web programming.

JOB TITLE: WEB SITE PROGRAMMER

Minimum/General Experience: Eight years of experience

Functional Responsibility: Designing and coding HTML pages and preparing Web-ready graphics files. Knowledge of web-related technologies and techniques is required. Website programmer is skilled in HTML, JavaScript, and additional Web-standard scripting languages and template building techniques. Knowledge and experience with a variety of production tools, technologies, and techniques for design and development including Adobe Photoshop and Illustrator. An in depth understanding of GIF/JPEG production and optimization, browser-safe colors, effective layout, typography, and usability standards for Web sites is required. Knowledge of usability/accessibility standards of user interface development; may work with development tools that aid in this process.

Minimum Education: Bachelor's degree in liberal arts or science.

JOB TITLE: EVENT CREATIVE SPECIALIST

Minimum/General Experience: Eight years experience

Functional Responsibility: responsible for developing creative in support of events for clients. May include promotional products, signage, event advertising, social media creative, on sight displays, banners, and other fabricated environments generally used in conventions and meeting. Knowledge of video and audio, pipe and drape, technical specification requirements in meeting locations. Event creative specialist includes researching venues, negotiating prices and organizing suppliers.

Minimum Education: Bachelor's degree in liberal arts.

JOB TITLE: TELEVISION/FILM CREATIVE CONSULTANT

Minimum/General Experience: Twelve years experience

Functional Responsibility: Leadership position requiring has strong communication and presentation skills, responsible for responding appropriately to feedback. Must be knowledgeable about client business, and be able to articulate the brand's values and where and how broadcast advertising and video can contribute to the client's success while conveying the agency's creative philosophy, strategy and objectives. The creative consultant will occasionally be required to represent the agency at industry events. Responsible for the standard of creative output of creative teams and creative output, including TV commercials and social media content

Minimum Education: Bachelor's degree in liberal arts.

SERVICE CONTRACT ACT: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

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